



VT Department of Liquor and Lottery,  
Division of Liquor Control

## Liquor Agency Exterior Sign Project Report

**Patrick Delaney, Commissioner**

VT Department of Liquor and Lottery,  
Division of Liquor Control  
January 2019

## Table of Contents

Executive Summary.....	1
Background .....	2
Budgeted Revenues .....	3
Projected Expenditures FY 2019 .....	4
Actual Expenditures FY 2019.....	5
Project Status as of 12/13/2018 .....	6
Proposed Sign Materials and Pricing .....	7-12
Price Schedule by Agent.....	13
Before and After photos - .....	14-17
Wall border update .....	18
OBDS?? .....	

A Copy of the RFP is available upon request. It is filed with both BGS and DLC and is 41 pages

## Executive Summary

During the 2017/2018 session the Vermont Department of Liquor Control petitioned the Legislature to change section 660 of Title Seven that regulates outdoor advertising of beverage alcohol. Our request was to re-define statutory language that precluded our agents from having any visible exterior signage that advertised alcoholic beverages. Our position was that this historic statutory wording inhibited the Department's ability to initiate a branding campaign that we viewed as necessary to raise the profile of our retailers and to assist the public in locating our agency stores.

The Legislators understood that we were promoting the location of our agents that retailed distilled spirits and not promoting the consumption of beverage alcohol. They chose to modify the existing language in section 660 to comply with the requirements of 10 V.S.A. chapter 21. This change in definition allowed the Department to commence a long overdue project to modernize the DLC exterior signage on our 78 stores. In addition to the exterior store signage project we have also initiated a parallel project to utilize Official Business Designation Signs (OBDS) throughout the State to further our goal of informing consumers where to find our local retailers of distilled spirits.

The Legislature has requested that the DLL prepare a report providing an overview of the project's progress and detailing the year to date expenditures for the signage project. The focus of this report was to confirm that the money that was spent was within defined budget parameters and were being spent wisely. When this project was in its conceptual phase proposed budget numbers were best guesses of what would be required to start and complete this project.

Over the past year the DLC has made significant progress in moving this signage project from concept to reality. We have, with the assistance of BGS, completed and posted an RFP and selecting a manufacturing and installation partner. Additionally, we have completed the process of researching and determining the code and permitting requirements in all the municipalities where we do business. The contract for the project was awarded to Great Big Graphics of Morrisville. At this juncture we are well underway in the process of strategic planning, manufacturing, and installation. Local permitting application submissions are also well underway.

This report is intended to provide the House Committees on Appropriations and General, Housing, and Military Affairs and the Senate Committees on Appropriations and General, Housing, and Military Affairs with an update regarding budgeting and expenditures made by the Board or the Department over the past calendar year.

## Background

Branding is defined by the Merriam Webster dictionary as “the promoting of a product or service by identifying it with a brand”. Branding is one of the most important aspects of any retail business, large or small. An effective brand strategy is a key factor in successfully competing in today’s increasingly competitive marketplace. But what exactly does “branding” mean? How does it affect businesses like those of our agency partners?

Branding may seem like a topic that has limited application in State government and for a regulatory agency that has a product monopoly within a defined geographic region. Entrepreneur Magazine states that “Simply put, your brand is your promise to your customer. It tells them what they can expect from your products and services, and it differentiates your offering from your competitors”. “Your brand is derived from who you are, who you want to be and who people perceive you to be.” This concept is just as applicable to Vermont state government as it is to private enterprise. State government is held, in many cases, to a higher standard than the private sector because tax payers view themselves as part owners of the service provider and have a high expectation of the service deliveries that they pay for. The Division of Liquor Control, as a business entity within State government, is also held to a high standard to provide a level of customer service that justifies the patronage of our citizenry. The DLC is certainly aware of the competitive nature of our business due to the proximity of modern and professionally run beverage alcohol retailers in adjoining states.

The pre-requisite to effective branding is deciding who you want to be, developing a sustainable business model that is effective in fulfilling that vision, identifying your market, and effectively reaching that market in terms of educating them about your product or service, and location. Marketing, branding, and imaging of the DLC product had not been adequately addressed for many years.

Historically, the Department has had few objective standards and expectations for our retail partners, no consistent signage and poor imaging to many for our internal and external customers. Our initial approach to identifying both challenges and opportunities was to look within and to do an honest assessment of our business practices and the resulting outcomes. We started implementing improved basic retail concepts such as revising our agent contract, developing and implementing an extensive list of objective store performance expectations, development of new shelf set schematics, improvements in product selections, revising our product listing process, improving our warehousing and distribution models, increasing communications with our agents, refining our marketing approach, and upgrading our technology tools. This new culture within the DLC has been responsible for tangible improvements to our outcomes.

In 2016 the DLC embarked on modernizing and professionalizing the branding for the Department. We collectively came up with the 802 Spirits branding that is now prevalent in our internal branding and have been rolling this new image out steadily in our print advertising, web site upgrades, Department collateral, letter heads, and signage concepts. Branding and imaging upgrades are two keys to presenting a compelling case for Vermonters to shop locally and provide the tax revenue to support their local governments. Capturing local business is the DLC’s primary goal in improving the visibility and awareness of our retailers and their locations throughout the State.

In March 2018 the Department of Liquor Control submitted an RFP to select a contractor to research, create, permit, and install new liquor store exterior signage. We received a winning bid from Great Big Graphics in Morrisville that met our expectations for experience, professionalism and cost. Their bid was to replace old, outdated, in some cases unapproved, *Liquor Store Outlet* signage with new green, appropriately sized and located, *Vermont Liquor Store* signs bearing the *802 Spirits* logo. The goal was to create consistent, modern, and professional signage that would reflect positively on State government, to promote the business of our local retail partners and provide better location identification for both local and visiting customers.

## Budgeted Revenues

The Sec. E.237.1 LOCAL AGENCY STORES: REQUIREMENTS stipulate that the Liquor Control Board and the Division of Liquor Control shall not spend more for the purchase of new or replacement signs and displays for local agency stores than the amount of any increase in the budget revenues from sales of spirits and fortified wines from fiscal year 2016 to fiscal year 2017.

The following financial data was reported from the Joint Fiscal Operating fact sheets:

<u>Projection</u>	<u>2016</u>	<u>2017</u>	<u>Amount Over</u>
Estimated DLC Gross Revenue	\$73,200,000	\$76,000,000	\$2,800,000
Actual DLC Gross Revenue	\$73,600,000	\$76,600,000	\$3,000,000

## Actual Expenditures for FY 2018

<u>Company Name</u>	<u>Product</u>	<u>Voucher #</u>	<u>Total Expenditure</u>
Sign Design LLC	Reflective Overlays		\$63.00
	OBDS Stickers (VT AOT roadside signs)		\$360.00
Sign Here Inc.	Opening Soon Banner	96905	\$110.00
	Willoughby Store Sign	96594	\$510.00
	Jay Store Sign	96591	\$410.00
	Interior Wall Border	100740	\$3,300.00
	Interior Wall Border 75 feet	100737	\$296.00
	Enosburgh Sign	97266	\$550.00
	Enosburgh Sign	97828	<u>\$754.00</u>
	<b>Subtotal</b>		<b>\$6,353.00</b>

**Projected Expenditures for FY 2019****Completed through 12/31/18**

Part 1	<i>Chittenden County</i>	<b>14 Agencies</b>	<b>\$20,700.00</b>
	Work performed	Local ordinance final review	
		Permits submitted to install signs	
		Fabrication Materials	
		Sign Production	
		Sign Installation	
		Final Touch Up	
Part 2	<i>Lamoille, Franklin &amp; Grand Isle Counties</i>	<b>11 Agencies</b>	<b>\$17,700.00</b>
	Work performed	Local ordinance final review	
		Permits submitted to install signs	
		Sign Materials	
		Sign Production	
		Sign Installation	
<b>Estimated in design/permitting by 12/31/18</b>			
Part 3	<i>Addison, Bennington, Southern Rutland Counties</i>	<b>10 Agencies</b>	<b>\$16,300.00</b>
		<b>Total expenditure in 2018</b>	<b>\$61, 053.00</b>

**Actual Expenditures for FY 2019****Completed through 12/31/18**

Great Big Graphics - OBDS Stickers	8/17/2018	426.00
Barre - 2075	11/2/2018	3,537.84
Essex Jct - 2062	11/2/2018	1,199.24
Essex Ctr- 2053	11/2/2018	756.00
Battery Street - 2046	10/31/2018	1,322.70
North Ave -2051	11/2/2018	2,081.47
Jeffersonville -2010	11/2/2018	1,367.94
Waterbury - 2021	11/2/2018	787.17
Williston Rd. - 2073	11/2/2018	796.09
Shelburne - 2039	11/16/2018	942.05
Johnson - 2081	11/28/2018	2,870.01
S. Hero - 2025	11/28/2018	707.81
Stowe - 2063	11/30/2018	882.87
Richmond - 2027	11/30/2018	1,448.38
Waitsfield - 2017	12/2/2018	747.84
Hinesburg - 2078	12/2/2018	684.84
<b>Total</b>		<b>\$ 20,558.25</b>
 <b>Total spend on new branding signage FY '18 &amp; '19 to date</b>		 <b>\$ 26,801.50</b>

**PROJECT STATUS****As of 12/13/2018**

AGENCY NUMBER - TOWN	AGENCY NAME	STATUS
2004 - WINOOSKI	BEVERAGE WAREHOUSE	in process
2062 - ESSEX JUNCTION	Fifth Corners variety	installed
2053 - ESSEX CTR	Essex Discount Beverage	installed
2046 - BATTERY STREET	BURLINGTON BAY MARKET & CAFÉ	installed
2051 - NORTH AVENUE	802 BWS	installed
2061 - PEARL STREET	PEARL STREET BEVERAGE	in process
2068 - ST ALBANS	BEVERAGE MART	ready to install
2069 - ST ALBANS TOWN	COLONIAL MART	in process
2008 - ALBURG	ALBURG BEVERAGE MART	spring install
2022 - SWANTON	Northside Beverage	spring install
2078 - HINESBURG	116 BEVERAGE	installed
2027 - RICHMOND	RICHMOND MARKET & BEVERAGE	installed
2036 - SHELBURNE ROAD	SIMON'S STORE	ready to install
2039 - SHELBURNE	ROUTE 7 LIQUOR & DELI	ready to install
2038 - BRISTOL	CHAMPLAIN FARMS	spring install
2059 - MIDDLEBURY	HANNAFORD'S FOOD & PHARMACY	not started
2035 - VERGENNES	VERGENNES WINE & BEVERAGE	not started
2032 - BRANDON	Hot Shots Beverage Center	not started
2024 - LYNDONVILLE	LYNDONVILLE REDEMPTION	not started
2049 - ST JOHNSBURY	PRICE CHOPPER #141	not started
2064 - DANVILLE	From Barrel to Bottle	not started
2042 - DERBY CTR	DERBY VILLAGE STORE	not started
2043 - JAY	Jay Country Store	installed
2070 - NEWPORT	AZUR'S MINI MART & LITTLE G'S DELI	not started
2003 - ISLAND POND	KINGDOM MARKET	not started
2019 - ORLEANS	Olney's General Store	not started
2054 - WESTMORE	Willoughby Lake Store	installed
2009 - ARLINGTON	HEER INC.	in process
2065 - BENNINGTON	BENNINGTON BEVERAGE OUTLET	spring install
2048 - POWNAL	Dwyers State Line Beer & Wine	spring install
2002 - POULTNEY	FULL BELLY DELI & BEVERAGE	in process
2047 - FAIR HAVEN	LIBERTY DISCOUNT	ready to install
2058 - WEST RUTLAND	Walgreens	spring install
2028 - SPRINGFIELD	JOE'S DISCOUNT BEVERAGE	not started
2057 - PROCTORSVILLE	SINGLETON'S STORE	not started
2080 - LUDLOW	BREWFEEST BEVERAGE COMPANY	not started
2005 - LONDONDERRY	JELLEY'S MOBIL	not started
2071 - MANCHESTER	MANCHESTER DISCOUNT BEVERAGE	in process
2077 - CHESTER	CHESTER SUNOCO	not started
2006 - RANDOLPH	M & M Beverage	not started
2016 - BETHEL	MCCULLOUGH'S QUIK STOP	in process
2033 - BRADFORD	HANNAFORD	not started
2020 - NORTHFIELD	CONVENIENCE PLUS REDEMPTION & DELI	not started
2017 - WAITSFIELD	MEHURON'S MARKET	installed
2029 - ROCHESTER	MAC'S AMRKET	not started
2021 - WATERBURY	CROSSROADS BEVERAGE & DELI	installed
2067 - MONTPELIER	YANKEE WINE & SPIRITS	installed
2075 - BARRE	BEVERAGE BARON	installed
2010 - JEFFERSONVILLE	JEFFERSONVILLE COUNTRY STORE	installed
2044 - FAIRFAX	MINOR'S COUNTRY STORE, INC.	ready to install
2081 - JOHNSON	JOHNSON'S STERLING MARKET	installed
2063 - STOWE	STOWE BEVERAGE	installed
2007 - HARDWICK	TOPS MARKET	not started
2014 - MORRISVILLE	TOMLISON'S STORE	in process
2013 - NORWICH	NORWICH WINE & SPIRITS	not started
2045 - SHARON	SHARON TRADING POST	not started
2037 - WINDSOR	WINDSOR WINE & SPIRITS	not started
2060 - TAFT CORNERS	HANNAFORD'S FOOD & PHARMACY	not started
2073 - WILLISTON RD	GRACEY'S	installed
2012 - RICHFORD	WETHERBY'S QUICK STOP	not started
2030 - MONTGOMERY CTR	SYLVESTER'S MARKET	not started
2023 - ENOSBURG FALLS	Beverage Gallery	installed
2031 - MILTON	MIDDLE ROAD MARKET	in process
2018 - COLCHESTER	DICK MAZZA'S GENERAL STORE	not started
2025 - SOUTH HERO	KEELER'S BAY VARIETY	installed
2026 - KILLINGTON	CORDIALLY YOURS	in process
2072 - RUTLAND CITY	TOP'S MARKET	in process
2074 - RUTLAND TOWN	HANNAFORD'S FOOD & PHARMACY	in process
2079 - WHITE RIVER JCT	JAKE'S MARKET & DELI	CLOSED
2050 - WOODSTOCK	WOODSTOCK BEVERAGE	not started
2015 - WILMINGTON	RATU'S LIQUOR & MARKET	not started
2055 - WEST BRATTLEBORO	BRATTLEBORO DISCOUNT BEVERAGES	not started
2066 - BRATTLEBORO	Walgreens	not started
2040 - BELLOWS FALLS	JAMES PETRO	not started
2041 - WEST DOVER	7-ELEVEN	not started
2052 - HARMONYVILLE	HARMONYVILLE STORE	not started
2076 - BONDVILLE	7-ELEVEN	not started
In process - store visited, plan created, permits in process, or modifications required		
Ready to install - all pieces are ready to go but due to weatehr, painting or other, not yet installed		



## PROPOSED SIGN MATERIALS AND PRICING

Sign type 1: Varying sizes and mounts of a single-sided aluminum composite sign.  
Priced at \$17.98 per square foot plus install/hardware considerations

**1A**

**Wall Mount, Single Sided - Print on 3mm ACM  
10' x 17" Dimensions. Mounted with stainless screws.**



**1B**

**Face Mount, Single Sided - Print on 3mm ACM  
4' x 6.75" Dimensions. Mounted with stainless screws.**



**1C**

**Wall Mount, Single Sided - Print on 3mm ACM  
46" x 34" Dimensions. Mounted with stainless screws.**



**1D**

**Roof Mount, Single Sided - Print on 3mm ACM  
10' x 17" Dimensions. Mounted with stainless screws to  
2x4 PT backers attached to 3 painted steel roof brackets.**



**1E**

**Wall or Face Mount, Single Sided - Print on 3mm ACM  
24" x 36" Dimensions. Mounted with stainless screws.**



Great Big Graphics, Inc.  
[www.greatbiggraphics.net](http://www.greatbiggraphics.net)

Sign type 2: Varying sizes and mounts of an adhesive premium vinyl print. Priced at \$17.07 per square foot plus install.

**2A**

**Premium vinyl print over existing signface.  
4' x 6.75" Dimensions.**



**2B**

**Premium vinyl print over existing signface.  
30" x 24" Dimensions.**



**2C**

**Premium vinyl print over existing signface.  
8' x 1' Dimensions.**



**2D**

**Premium vinyl print, die-cut, window-mount.  
30" x 24" Dimensions.**



Great Big Graphics, Inc.  
[www.greatbiggraphics.net](http://www.greatbiggraphics.net)

Sign type 3: Varying sizes and mounts of a double sided 3/4" PVC sign. Priced at \$49.71 per square foot plus install/hardware considerations.

**3A**

**Hung, Double-sided - Print on 3/4" PVC**  
**46" x 34" Dimensions. Painted steel bracket.**



**3B**

**Post-mount, double-sided print on 3/4" PVC**  
**46" x 34" Dimensions. Mounted with painted steel brackets.**



**3C**

**Post-mount, double-sided print on 3/4" PVC**  
**4' x 6.75" Dimensions. Mounted with painted steel brackets.**



**3D**

**Hung, double-sided print on 3/4" PVC**  
**4' x 6.75" Dimensions. Mounted with stainless eyelets.**



**3E**

**Post-mount, double-sided print on 3/4" PVC**  
**6' x 1' Dimensions. Mounted with painted steel brackets.**



Great Big Graphics, Inc.  
[www.greatbiggraphics.net](http://www.greatbiggraphics.net)

Sign type 4: Varying sizes and mounts of a single-sided translucent backlit sign face.  
Priced at \$23.65 per square foot plus install/hardware considerations.

**4A**

**Cabinet-Face, Single Sided - Translucent Print on Polycarbonate  
10' x 24" Dimensions.**



802  
Spirits VERMONT LIQUOR STORE

**4B**

**Cabinet-face, Single Sided - Translucent Print on Polycarbonate  
2' x 3' OR 3' x 2' Dimensions.**



802  
Spirits  
VERMONT LIQUOR STORE



802  
Spirits  
VERMONT LIQUOR STORE

**4C**

**Cabinet-Face, Single Sided - Translucent Print on Polycarbonate  
6' x 1' Dimensions.**



802  
Spirits VERMONT LIQUOR STORE

**4D**

**Cabinet-Face, Single Sided - Translucent Print on Polycarbonate  
4' x 6" Dimensions.**



802  
Spirits VERMONT LIQUOR STORE



Great Big Graphics, Inc.  
[www.greatbiggraphics.net](http://www.greatbiggraphics.net)

Sign type 5: Two optional sizes of laser-cut acrylic dimensional lettering. Thickness and standoff of individual letters varies with overall sign size. 5A costs out at \$135.12 per square foot, and 5B costs out at \$219.00 per square foot, plus install.

**5A**

**1" Thick Laser-cut Acrylic Dimensional Lettering. 61" x 4' Overall Dimensions.**  
**'802' at 28" Height, "Spirits" at 23.4" Height, "VERMONT LIQUOR STORE" at 2.5" Height.**  
**Drilled and Post-Mounted with standoffs.**



**5B**

**Laser-cut Acrylic Dimensional Lettering. 61.25" x 4.75" Overall Dimensions.**  
**'802' at 2.8" Height and 1/2" Thickness, "Spirits" at 2.3" Height and 1/4" Thickness,**  
**"VERMONT LIQUOR STORE" at 3.4" Height and 3/8" Thickness.**  
**Drilled and Post-Mounted with standoffs.**



**Great Big Graphics, Inc.**  
**[www.greatbiggraphics.net](http://www.greatbiggraphics.net)**

DLC Agency Store Signs					
	Size Designator	Physical Dimensions	Sq. Footage	Cost per Sq. Foot	Total Sq. Ft Price
	1A	120"x17"	14.25	\$ 17.98	\$256.22
	1B	48"x6.75"	2.25	\$ 17.98	\$40.46
	1C	46"x34"	11	\$ 17.98	\$197.78
	1D	120"x17"	14.25	\$ 17.98	\$256.22
	1E	24"x36"	6	\$ 17.98	\$107.88
	2A	48"x6.75"	2.25	\$ 17.07	\$38.41
	2B	30"x24"	5	\$ 17.07	\$85.35
	2C	96"x12"	8	\$ 17.07	\$136.56
	2D	30"x24"	5	\$ 17.07	\$85.35
	3A	46"x34"	11	\$ 49.71	\$546.81
	3B	46"x34"	11	\$ 49.71	\$546.81
	3C	48"x6.75"	2.25	\$ 49.71	\$111.85
	3D	48"x6.75"	2.25	\$ 49.71	\$111.85
	3E	72"x12"	6	\$ 49.71	\$298.26
	4A	120"x24"	20	\$ 23.65	\$473.00
	4B	24"x36" or 36"x24"	6	\$ 23.65	\$141.90
	4C	72"x12"	6	\$ 23.65	\$141.90
	4D	48"x6"	2	\$ 23.65	\$47.30
	5A	61"x48"	20.5	\$ 135.12	\$2769.96
	5B	61.25"x4.75"	2.25	\$ 219.00	\$492.75
COMPANY NAME:	Great Big Graphics, Inc				
SIGNATURE:					
DATE:	4/12/2018				





	STORE NAME	Price Schedule by Agent				Cost per Sq. Ft.	Total Sq. Ft Price	Installa2on Cost	Permit Cost	Grand Total
ALBURG	ALBURG BEVERAGE MART	1A, 1C	25	17.98	0	0	449.50	276	0	725.50
ARLINGTON	HEER INC.	1A, 3C	14.25	17.98	2.25	49.71	368.06	\$415.00	145	928.06
BARRE	BEVERAGE BARON	4@ 4A	80	23.65	0	0	1892.00	600	205	2697.00
BATTERY STREET	BURLINGTON BAY MARKET & CAFÉ	1C, 3C	11	17.98	2.25	49.71	309.63	283.50	265	858.13
BELLOWS FALLS	JAMES PETRO	1A, 2@ 2A	14.25	17.98	4.5	17.07	333.03	312.50	190	835.53
BENNINGTON	BENNINGTON BEVERAGE OUTLET	1A, 2@ 1B	18.75	17.98	0	0	337.13	277	205	819.13
BETHEL	MCCULLOUGH'S QUIK STOP	1C, 3B	11	17.98	11	49.71	744.59	641	129	1514.59
BONDVILLE	7-ELEVEN	1B	2.25	17.98	0	0	40.46	181	162.50	383.96
BRADFORD	HANNAFORD	2@1B, 5A	4.5	17.98	20.5	135.12	2850.87	569.50	0	3420.37
BRANDON	Hot Shots Beverage Center	1C, 1D	25.25	17.98	0	0	454.00	587	221	1262.00
BRATTLEBORO	Walgreens	1A, 3C	14.25	17.98	2.25	49.71	368.06	457.50	165	990.56
BRISTOL	CHAMPLAIN FARMS	1C, 2@2A	11	17.98	4.5	17.07	274.60	223.50	190	688.10
CHESTER	CHESTER SUNOCO	1A, 4B	14.25	17.98	6	23.65	398.12	440	155	993.12
COLCHESTER	DICK MAZZAS GENERAL STORE	1A, 2@2A	14.25	17.98	4.5	17.07	333.03	312.50	235	880.53
DANVILLE	From Barrel to BoXle	2@1C	22	17.98	0	0	395.56	229.50	102.50	727.56
DERBY CTR	DERBY VILLAGE STORE	1A, 1C	25.25	17.98	0	0	454.00	\$361.00	205	1020.00
ESSEX CTR	ESSEX DISCOUNT BEVERAGE	2@4C, 1B	12	23.65	2.25	17.98	324.26	521	275	1120.26
ESSEX JUNCTION	ESSEX DISCOUNT BEVERAGE	1A, 1C	25.25	17.98	0	0	454.00	361	275	1090.00
FAIR HAVEN	LIBERTY DISCOUNT	1A, 1C	25.25	17.98	0	0	454.00	403.50	155	1012.50
FAIRFAX	MINORS COUNTRY STORE, INC.	1A, 3C	14.25	17.98	2.25	49.71	368.06	457.50	115	940.56
HARDWICK	TOPS MARKET	1A, 2@2A	14.25	17.98	4.5	17.07	333.03	397.50	112.50	843.03
HARMONYVILLE	HARMONYVILLE STORE	3D	2.25	49.71	0	\$0.00	111.85	253	0	364.85
HINESBURG	116 BEVERAGE	1A	14.25	17.98	0	\$0.00	256.22	355	77.50	688.72
ISLAND POND	KINGDOM MARKET	1A, 3C	14.25	17.98	2.25	49.71	368.06	415	185	968.06
JEFFERSONVILLE	JEFFERSONVILLE COUNTRY STORE	2@1C	22	17.98	0	0	395.56	208.25	0	603.81
JOHNSON	JOHNSONS STERLING MARKET	5A, 2@1C	20.5	135.12	22	\$17.98	3165.52	527	0	3692.52
KILLINGTON	CORDIALLY YOURS	2@1A, 3C	28.5	17.98	2.25	49.71	624.28	510	235	1369.28
LONDONDERRY	JELLEYS MOBIL	1A, 2@2B	14.25	17.98	10	17.07	426.92	312.50	190	925.42
LUDLOW	BREWFEET BEVERAGE COMPANY	1C	11	17.98	0	0	197.78	181	67.50	446.28
LYNDONVILLE	LYNDONVILLE REDEMPTION	1A	14.25	17.98	0	0	256.22	355	92.50	703.72
MANCHESTER	MANCHESTER DISCOUNT BEVERAGE	2@1C	22	17.98	0	0	395.56	208.25	285	888.81
MIDDLEBURY	HANNAFORDS FOOD & PHARAMCY	2@1B, 1C	15.5	17.98	0	0	278.69	278	160	716.69
MILTON	MIDDLE ROAD MARKET	1C, 2@1E	23	17.98	0	0	413.54	256.75	100	770.29
MONTGOMERY CTR	SYLVESTERS MARKET	1A, 1D	28.5	17.98	0	0	512.43	633.50	105	1250.93
MONTPELIER	YANKEE WINE & SPIRITS	5B	2.25	219	0	0	492.75	515	112.50	1120.25
MORRISVILLE	TOMLISONS STORE	1C, 3C	11	17.98	2.25	49.71	309.63	283.50	0	593.13
NEWPORT	AZURS MINI MART & LITTLE GS DELI	1A, 1C	25.25	17.98	0	0	454.00	361	205	1020.00
NORTH AVENUE	802 BWVS	1D	14.25	17.98	0	0	256.22	474.75	175	905.97
NORTHFIELD	CONVENIENCE PLUS REDEMPTION & DELI	1A, 2@4C	14.25	17.98	12	23.65	540.02	440	145	1125.02
NORWICH	NORWICH WINE & SPIRITS	5B	2.25	219	0	0	492.75	472.50	82.50	1047.75
ORLEANS	Olneys General Store	2@1A	28.5	17.98	0	0	512.43	365	295	1172.43
PEARL STREET	PEARL STREET BEVERAGE	2@1A	28.5	17.98	0	0	512.43	407.50	265	1184.93
POULTNEY	FULL BELLY DELI & BEVERAGE	1C	11	17.98	0	0	197.78	223.50	77.5	498.78
POWNAI	Dwyers State Line Beer & Wine	1C, 2@2B	11	17.98	10	17.07	368.48	266	0	634.48
PROCTORSVILLE	SINGLETONS STORE	1A	14.25	17.98	0	0	256.22	355	0	611.22
RANDOLPH	M& M Beverage	1A	14.25	17.98	0	0	256.22	312.50	92.50	661.22
RICHFORD	WETHERBYS QUICK STOP	1C	11	17.98	0	0	197.78	223.50	62.50	483.78
RICHMOND	RICHMOND MARKET & BEVERAGE	2@1C	22	17.98	0	0	395.56	229.50	165	790.06
ROCHESTER	MACS AMRKET	1C	11	17.98	0	0	197.78	181	67.5	446.28
RUTLAND CITY	TOPS MARKET	1D, 2@2C	14.25	17.98	16	17.07	529.34	666	235	1430.34
RUTLAND TOWN	HANNAFORDS FOOD & PHARMACY	5A	20.5	135.12	0	0	2769.96	557.50	92.50	3419.96
SHARON	SHARON TRADING POST	1C, 3D	11	17.98	2.25	49.71	309.63	295.50	0	605.13
SHELBURNE	ROUTE 7 LIQUOR & DELI	2@4C	12	23.65	0	0	283.80	543.80	185	1012.60
SHELBURNE ROAD	SIMONS STORE	1A, 3C	14.25	17.98	2.25	49.71	368.06	457.50	195	1020.56
SOUTH HERO	KEELERS BAY VARIETY	1D, 2@4B	14.25	17.98	12	23.65	540.02	921	145	1606.02
SPRINGFIELD	JOES DISCOUNT BEVERAGE	1A, 1C	25.25	17.98	0	0	454.00	361	195	1010.00
ST ALBANS	BEVERAGE MART	2@1A, 2@2A	28.5	17.98	4.5	17.07	589.25	407.50	535	1531.75
ST ALBANS TOWN	COLONIAL MART	1A	14.25	17.98	0	0	256.22	355	192.50	803.72
ST JOHNSBURY	PRICE CHOPPER #141	2@4A	40	23.65	0	0	946.00	430	102.50	1478.50
STOWE	STOWE BEVERAGE	1A, 2@1B	18.75	17.98	0	0	337.13	367	215	919.13
SWANTON	NORTHSHIDE BEVERAGE	1A, 3C	14.25	17.98	2.25	49.71	368.06	457.5	215	1040.56
TAFT CORNERS	HANNAFORDS FOOD & PHARMACY	1B, 5A	2.25	17.98	20.5	135.12	2810.42	946	145	3901.42
VERGENNES	VERGENNES WINE & BEVERAGE	2@2D	10	17.07	0	0	170.70	148.75	0	319.45
WAITSFIELD	MEHURONS MARKET	3D	2.25	49.71	0	0	111.85	295.50	92.50	499.85
WALLINGFORD	WALLINGFORD COUNTRY STORE & DELI	0	0	0	0	\$0.00	0.00	0	0	0.00
WATERBURY	CROSSROADS BEVERAGE & DELI	1C	11	17.98	0	0	197.78	202.25	102.50	502.53
WEST BRATTLEBORO	BRATTLEBORO DISCOUNT BEVERAGES	1C, 3B	11	17.98	2.25	49.71	309.63	633.50	165	1108.13
WEST DOVER	7-ELEVEN	1A, 2@4B	14.25	17.98	12	23.65	540.02	610	125	1275.02
WEST RUTLAND	Walgreens	2@1C, 2@4D	22	17.98	4	23.65	490.16	697	235	1422.16
WHITE RIVER JCT	JAKES MARKET & DELI	2@1C	22	17.98	0	0	395.56	442	165	1002.56
WILLISTON RD	GRACEYS	1A	14.25	17.98	0	0	256.22	355	97.50	708.72
WILMINGTON	RATUS LIQUOR & MARKET	1C	11	17.98	0	0	197.78	181	67.50	446.28
WINDSOR	WINDSOR WINE & SPIRITS	3A	11	49.71	0	0	546.81	864.50	77.5	1488.81
WINOOSKI	BEVERAGE WAREHOUSE	1C, 2@4D	11	17.98	4	23.65	292.38	521	255	1068.38
WOODSTOCK	WOODSTOCK BEVERAGE	1A	14.25	17.98	0	0	256.22	312.50	125.50	694.22
			1232.75				0.00	29938.8	10710.5	79754.83

## Beverage Baron, Barre

*Before*



*After*



---

## Sterling Market, Johnson

*Before*



*After*





## Jeffersonville Country Store, Jeffersonville

*Before*



*After*



**Rt. 108 headed north**



**Corner of Rt. 108 from Rt. 15**



**Rt. 108 headed south from Rt. 15**

## Stowe Beverage, Stowe

*Before*



*After*





## Mehuron's Market, Waitsfield

*Before*



*After*



## Wall Border

The wall border concept was created out of need to distinguish the "Liquor Store" area within a grocery, convenience or wine store. The material is a 3M removeable sticker that is fairly easily applied and placed in the area of the spirits that is most visible from the entrance. There are approximately 15 stores that have the border in place and the response has been very positive.



802 BWS, North Avenue, Burlington



Yankee Wine and Spirits, Montpelier





Stowe Beverage, Stowe



Jeffersonville Country Store, Jeffersonville